



## HATCH TALENT EXPANDS WITH THE ADDITION OF LAURA MASTROIANNI

**Boston, MA**

**8.1.2022**

HATCH Talent announced today, the appointment of Laura Mastroianni as Director of Talent. "HATCH Talent grew expeditiously during the first two quarters of this year, and we are thrilled to add Laura Mastroianni, a nationally known Talent and HR professional to our recruiting team. Laura is the perfect Director of Talent we need to scale while simultaneously expanding our bespoke talent services," said Jennifer Harrington, CEO and Founder of HATCH The Agency and HATCH Talent.

"We have been partnering with many global brands as well as a plethora of creative agencies and design firms to secure the best talent for their needs. Laura intuitively understands the nuances of the roles we are filling, cares about talent the same way we do, and is already respected and trusted by the creatives in our network. Having Laura provides us with the confidence to say yes to more reqs" added Dorothy Urlich, President of HATCH Talent.

Before joining, Laura spent over a decade in talent management leading hiring and implementation of people strategy practices at some amazing agencies including The Martin Agency, EP+Co (Erwin Penland) and Hill Holliday. Prior to agency life, she spent her earlier career years working in recruitment at Bank of America. Laura brings a unique blend of expertise in HR and Talent Attraction. She has successfully driven creative approaches to help companies evolve recruitment practices while solving business challenges. She serves as a talent advocate and brings a passion for matching clients and creative talent together in ways that create meaningful work.

"I am honored I'll be working with HATCH Talent. The chance to help Jen and Dorothy build a talent agency centered on business knowledge and a recruitment approach aimed at connecting creative talent to fulfilling roles, is very exciting to me," said Laura Mastroianni, Director of Talent.

### **About HATCH Talent**

HATCH Talent is a full-service creative talent recruiting and placement agency operating under HATCH The Agency. The company was launched to help clients solve their talent resource challenges and help talent find perfectly matched opportunities for their interests and skill sets. To learn more, please visit [hatchtheagency.com](http://hatchtheagency.com).

### **About HATCH The Agency**

HATCH The Agency is a national branding and creative agency and is a WBE-Certified Business. At HATCH The Agency, we make creativity an accessible tool for brands. We're a tight-knit core of strategic, creative thinkers who know our clients and understand how to help them win. We apply our fast, collaborative, transparent process to deliver brand strategy, advertising, design, digital experiences and more. To learn more, please visit [hatchtheagency.com](http://hatchtheagency.com).